

THAT WHICH IS CLAIMED IS:

1. A method of facilitating and accounting for call-through advertising between advertisers and users of Web-enabled telephone devices, the method comprising the following performed by an advertisement server:

serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the advertisement server;

responsive to user activation of the advertisement hyperlink, serving telephone connection information of the third party to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone to establish telephone communications with the third party; and

storing information associated with serving the telephone connection information to the Web-enabled telephone device.

2. The method of Claim 1, further comprising storing information associated with a user establishing telephone communications with the third party via the Web-enabled telephone device.

3. The method of Claim 1, wherein serving telephone connection information of the third party to the Web-enabled telephone device comprises serving a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes

the Web-enabled telephone device to establish telephone communications with the third party.

4. The method of Claim 3, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

5. The method of Claim 3, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with an advertisement server.

6. The method of Claim 1, wherein serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

7. A method of facilitating and accounting for call-through advertising between advertisers and users of Web-enabled telephone devices, the method comprising the following performed by an advertisement server:

serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the advertisement server;

responsive to user activation of the advertisement hyperlink, serving telephone connection information to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein

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the source of information is hosted by the advertisement server; and

storing information associated with serving the telephone connection information to the Web-enabled telephone device.

8. The method of Claim 7, further comprising storing information associated with a user establishing telephone communications with the source of information via the Web-enabled telephone.

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9. The method of Claim 7, wherein serving telephone connection information to the Web-enabled telephone device comprises serving a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

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10. The method of Claim 7, wherein the source of information contains prerecorded information associated with the advertisement that is configured to be played to the user when telephone communications are established with the source of information via the Web-enabled telephone.

11. The method of Claim 9, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

12. The method of Claim 9, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with an advertisement server.

13. The method of Claim 7, wherein serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

14. A server computer system that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices, comprising:

5 means for serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server computer system;

10 means, responsive to user activation of the advertisement hyperlink, for serving telephone connection information of the third party to the Web-enabled telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with the third party; and

15 means for storing information associated with serving the telephone connection information to the Web-enabled telephone device.

20 15. The server computer system of Claim 14, further comprising means for storing information associated with a user establishing telephone communications with the third party via the Web-enabled telephone device.

16. The server computer system of Claim 14, wherein the means for serving telephone connection information of the third party to the Web-enabled telephone device comprises means for serving a telephony

5        hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the third party.

17.    The server computer system of Claim 16, wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

18.    The server computer system of Claim 16, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with the server computer system.

19.    The server computer system of Claim 16, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with another server computer system.

20.    The server computer system of Claim 14, wherein the means for serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.  
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21.    The server computer system of Claim 14, wherein the means for serving the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.  
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22.    A server computer system that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices,

comprising:

5 means for serving an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server  
10 computer system;

means, responsive to user activation of the advertisement hyperlink, for serving telephone connection information to the Web-enabled telephone device, wherein the telephone connection information is in a format that  
15 can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein the source of information is hosted by the server computer system; and

20 means for storing information associated with serving the telephone connection information to the Web-enabled telephone device.

23. The server computer system of Claim 22, further comprising means for storing information associated with a user establishing telephone communications with the source of information via the  
5 Web-enabled telephone.

24. The server computer system of Claim 22, wherein the means for serving telephone connection information to the Web-enabled telephone device comprises means for serving a telephony hyperlink within a second  
5 Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

25. The server computer system of Claim 22,  
wherein the source of information contains prerecorded  
information associated with the advertisement that is  
configured to be played to the user when telephone  
communications are established with the source of  
information via the Web-enabled telephone.

26. The server computer system of Claim 24,  
wherein the second Web page contains a hyperlink that can  
be activated by a user to remove the second Web page from  
display within the Web-enabled telephone device.

27. The server computer system of Claim 24,  
wherein the second Web page comprises a second  
advertisement that contains an embedded hyperlink  
associated with a server computer system.

28. The server computer system of Claim 22,  
wherein the means for serving the advertisement to the  
Web-enabled telephone device is responsive to user  
activation of a hyperlink displayed within the Web-  
enabled telephone device.

29. A computer program product that  
facilitates and accounts for call-through advertising  
between advertisers and users of Web-enabled telephone  
devices, the computer program product comprising a  
computer usable storage medium having computer readable  
program code embodied in the medium, the computer  
readable program code comprising:

computer readable program code that serves an  
advertisement associated with a third party to a Web-  
enabled telephone device for insertion within a Web page  
displayed within the Web-enabled telephone device,  
wherein the advertisement contains an embedded hyperlink  
associated with the server computer system;

15 computer readable program code that, responsive  
to user activation of the advertisement hyperlink, serves  
telephone connection information of the third party to  
the Web-enabled telephone device, wherein the telephone  
connection information is in a format that can be  
utilized by the Web-enabled telephone device to establish  
20 telephone communications with the third party; and

computer readable program code that stores  
information associated with serving the telephone  
connection information to the Web-enabled telephone  
device.

30. The computer program product of Claim 29,  
further comprising computer readable program code that  
stores information associated with a user establishing  
telephone communications with the third party via the  
5 Web-enabled telephone device.

31. The computer program product of Claim 29,  
wherein the computer readable program code that serves  
telephone connection information of the third party to  
the Web-enabled telephone device comprises computer  
5 readable program code that serves a telephony hyperlink  
within a second Web page that is displayed within the  
Web-enabled telephone device, and wherein user activation  
of the telephony hyperlink causes the Web-enabled  
telephone device to establish telephone communications  
10 with the third party.

32. The computer program product of Claim 31,  
wherein the second Web page contains a hyperlink that can  
be activated by a user to remove the second Web page from  
display within the Web-enabled telephone device.

33. The computer program product of Claim 31,  
wherein the second Web page comprises a second



advertisement that contains an embedded hyperlink associated with the server computer system.

34. The computer program product of Claim 31, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with another server computer system.

5 35. The computer program product of Claim 29, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

5 36. The computer program product of Claim 29, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

5 37. A computer program product that facilitates and accounts for call-through advertising between advertisers and users of Web-enabled telephone devices, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

10 computer readable program code that serves an advertisement associated with a third party to a Web-enabled telephone device for insertion within a Web page displayed within the Web-enabled telephone device, wherein the advertisement contains an embedded hyperlink associated with the server computer system;

15 computer readable program code that, responsive to user activation of the advertisement hyperlink, serves telephone connection information to the Web-enabled

telephone device, wherein the telephone connection information is in a format that can be utilized by the Web-enabled telephone device to establish telephone communications with a source of information associated with the advertisement, wherein the source of information is hosted by the server computer system; and

computer readable program code that stores information associated with serving the telephone connection information to the Web-enabled telephone device.

38. The computer program product of Claim 37, further comprising computer readable program code that stores information associated with a user establishing telephone communications with the source of information via the Web-enabled telephone.

39. The computer program product of Claim 37, wherein the computer readable program code that serves telephone connection information to the Web-enabled telephone device comprises computer readable program code that serves a telephony hyperlink within a second Web page that is displayed within the Web-enabled telephone device, and wherein user activation of the telephony hyperlink causes the Web-enabled telephone device to establish telephone communications with the source of information.

40. The computer program product of Claim 37, wherein the source of information contains prerecorded information associated with the advertisement that is configured to be played to the user when telephone communications are established with the source of information via the Web-enabled telephone.

41. The computer program product of Claim 39,

wherein the second Web page contains a hyperlink that can be activated by a user to remove the second Web page from display within the Web-enabled telephone device.

42. The computer program product of Claim 39, wherein the second Web page comprises a second advertisement that contains an embedded hyperlink associated with a server computer system.

43. The computer program product of Claim 37, wherein the computer readable program code that serves the advertisement to the Web-enabled telephone device is responsive to user activation of a hyperlink displayed within the Web-enabled telephone device.

5